

**Graduation Composition and Communication Requirement (GCCR)
GCCR PROPOSAL AND CHANGE UNDERGRADUATE PROGRAM FORM**

I. General Information:

College:	<u>Fine Arts</u>	Department (Full name):	<u>Arts Administration</u>
Major Name (full name please):	<u>Arts Administration</u>	Degree Title:	<u>Bachelor of Arts</u>
Formal Option(s), if any:	_____	Specialty Field w/in Formal Options, if any:	_____
Requested Effective Date:	<u>FALL 2014, IF RECEIVED BY SENATE COUNCIL BY MONDAY, APRIL 7.</u>		
Contact Person:	<u>Rachel Shane</u>	Phone:	<u>257-7717</u>
		Email:	<u>rachel.shane@uky.edu</u>

II. Parameters of the Graduation Composition and Communication Requirement (GCCR):

The new GCCR replaces the old Graduation Writing Requirement. It is fulfilled by a course or courses specified within a B.A./B.S. degree program. As outlined in draft Senate Rule 5.4.3.1, the GCCR stipulates that students must successfully complete this requirement after achieving sophomore status and prior to graduation. To satisfy the GCCR, students must earn an average grade of C or better on the designated Composition and Communication (C&C) intensive assignments produced in any given course designated as fulfilling some or all of the GCCR. The requirements for GCCR courses include:

- at least 4500 words of English composition (approximately 15 pages total);
- a formal oral assignment *or* a visual assignment;
- an assignment demonstrating information literacy in the discipline;
- a draft/feedback/revision process on GCCR assignments.

The program requirements for the GCCR include:

- at least one specific Program Student Learning Outcome for C&C outcomes;
- a plan for assessing both the writing and oral *or* visual components of the GCCR;
- clear goals, rubrics, and revision plans for GCCR implementation.

Upon GCCR approval, each program will have a version of the following specification listed with its Program Description in the University Bulletin:

“Graduation Composition and Communication Requirement. Students must complete the Graduation Composition and Communication Requirement as designated for this program. Please consult a college advisor or program advisor for details. See also ‘Graduation Composition and Communication Requirement’ on p. XX of this Bulletin.”

III. GCCR Information for this Program (by requirement):

A. List the courses currently used to fulfill the old Graduation Writing Requirement:
<u>AAD 340: Arts Administration Issues</u>
B. GCCR Program Outcomes and brief description:
1. Please specify the Major/Program Student Learning Outcomes (SLOs) pertaining to Composition & Communication and the GCCR requirement. These are <i>program</i> outcomes, not <i>course</i> outcomes. Please specify the program-level SLOs for C&C in your program: <u>Effectively communicate programmatic, financial, development, and marketing messages through written, oral, and visual formats.</u>
2. Please provide a short GCCR description for your majors (limit 1000 characters): Please explain the GCCR requirement in language appropriate for undergraduate majors to understand the specific parameters and justification of your program’s GCCR implementation plan: <u>Arts administrators must be able to effectively communicate to a variety of stakeholders including staff, volunteers, board members, audience and community members. These messages may be aligned to mission-based programming communications, fundraising or marketing messages, or financial statements. Depending on the stakeholder, the message content and the communications techniques, the communications may be written, oral or visual. As part of the degree requirements for the BA</u>

**Graduation Composition and Communication Requirement (GCCR)
GCCR PROPOSAL AND CHANGE UNDERGRADUATE PROGRAM FORM**

in Arts Administration, students will be required to demonstrate a competency in communicating different messages in writing, orally and visually to a variety of stakeholders.

C. Delivery and Content:

1. Delivery specification: for your major/program, how will the GCCR be delivered? Please put an X next to the appropriate option. (Note: it is strongly recommended that GCCR courses be housed within the degree program.)

- a. Single required course within program
- b. multiple required or optional courses within program
- c. course or courses outside program (i.e., in another program)
- d. combination of courses inside and outside program
- e. other (please specify): _____

2. Basic Course Information: Please provide the following information for course(s) used to satisfy the GCCR, either in whole or in part:

Course #1: Dept. prefix, number, and course title: AAD 450 Senior Seminar

- new or existing course? New (new courses should be accompanied by a New Course Proposal)
 - if a new course, check here that a New Course Proposal has been submitted for review via eCATS
- required or optional? Required
- shared or cross-listed course? No
- projected enrollment per semester: 20

Course #2 (if applicable): Dept. prefix, number, and course title: _____

- new or existing course? _____ (new courses should be accompanied by a New Course Proposal)
 - if a new course, check here that a New Course Proposal has been submitted for review via eCATS
- required or optional? _____
- shared or cross-listed course? _____
- projected enrollment per semester: _____

Course #3 (if applicable): Dept. prefix, number, and course title: _____

- new or existing course? _____ (new courses should be accompanied by a New Course Proposal)
 - if a new course, check here that a New Course Proposal has been submitted for review via eCATS
- required or optional? _____
- shared or cross-listed course? _____
- projected enrollment per semester: _____

3. Shared courses: If the GCCR course(s) is/are shared from *outside* the program, please specify the related department or program that will be delivering the course(s). Please provide the following:

- **Contact information of providing program:**

- **Resources:** what are the resource implications for the proposed GCCR course(s), including any projected budget or staffing needs? If multiple units/programs will collaborate in offering the GCCR course(s), please specify the resource contribution of each participating program.

- **Memorandum of Understanding/Letter of Agreement:** Attach formal documentation of agreement between the providing and receiving programs, specifying the delivery mechanisms and resources allocated for the specified GCCR course(s) in the respective programs (include with attachments).
Date of agreement: _____

4. Syllabi: Please provide a sample syllabus for each course that will be designated to fulfill the GCCR. Make sure the following things are clearly indicated on the syllabi for ease of review and approval (check off each):

- the GCCR assignments are highlighted in the syllabus and course calendar;
- the GCCR assignments meet the minimum workload requirements as specified by the Senate Rules for GCCR courses (see the draft Senate GCCR rule linked [here](#));
- the elements are specified in the syllabus that fulfill the GCCR requirement for a clear draft/feedback/revision process;
- the grade level requirements for the GCCR are specified on the syllabus (i.e., an average of C or better is required on GCCR assignments for credit);

**Graduation Composition and Communication Requirement (GCCR)
GCCR PROPOSAL AND CHANGE UNDERGRADUATE PROGRAM FORM**

- the course or sequence of courses are specified to be completed after the first year (i.e. to be completed after completing 30 credit hours) for GCCR credit;
- the course syllabus specifies "This course provides full/partial GCCR credit for the XXX major/program"
 - if the course provides partial GCCR credit, the fulfilled portion of the GCCR must be specified and the other components of the GCCR for the program must be specified: e.g. "This course provides partial credit for the written component of the GCCR for the XXX major/program in conjunction with Course 2"

5. Instructional plan: Summarize the instructional plan for teaching the C&C skills specified in the program SLOs and delivered in the course(s). Include the following information in **brief** statements (1000 characters or less). Information can be cut-and-pasted from the relevant sample syllabus with indications **where** on the syllabus it is found:

- **overview of delivery model:** summarize how the GCCR will be delivered for **all** program majors: explain how the delivery model is appropriate for the major/program and how it is offered at an appropriate level (e.g. required course(s), capstone course, skills practicum sequence of courses, etc.):

AAD 450 is a new required course for all Arts Administration majors.

- **assignments:** overview or list of the assignments to be required for the GCCR (e.g. papers, reports, presentations, videos, etc.), with a summary of how these GCCR assignments appropriately meet the disciplinary and professional expectations of the major/program:

The course requires students to complete the core courses in the Arts Administration program and have assignments from each of those courses. Students will select specific assignments that will be revised based on the initial instructor's feedback and AAD 450's instructors feedback. These papers, reports, and writing samples will be used to create an online portfolio of the students work combined with a resume/video resume. Additionally, students will be required to participate in mock job interviews as a form of formal presentation.

- **revision:** description of the draft/feedback/revision plan for the GCCR assignments (e.g. peer review with instructor grading & feedback; essay drafting with mandatory revision; peer presentations; etc.):

Revision of all assignments is two-fold: 1) implementation of instructor feedback from initial core course and 2) instructor of record feedback from AAD 450. Peer review will be conducted on an informal mechanism within the course as students prepare online portfolios for review.

- **other information helpful for reviewing the proposal:**

Mock interviews will be conducted by a field professional and video-taped for review and instructor/peer feedback.

D. Assessment:

In addition to providing the relevant program-level SLOs under III.B, please specify the assessment plan at the program level for the proposed course(s) and content. Provide the following:

- specify the assessment schedule (e.g., every 3 semesters; biennially):

Annually

- identify the internal assessment authority (e.g. curriculum committee, Undergraduate Studies Committee):

Curriculum committee

- if the GCCR course(s) is/are shared, specify the assessment relationship between the providing and receiving programs: explain how the assessment standards of the receiving program will be implemented for the provided course(s):

**Graduation Composition and Communication Requirement (GCCR)
GCCR PROPOSAL AND CHANGE UNDERGRADUATE PROGRAM FORM**

Signature Routing Log

General Information:

GCCR Proposal Name (course prefix & number, program major & degree):	AAD 450: Senior Seminar
Contact Person Name:	Rachel Shane
Phone:	257-7717
Email:	rachel.shane@uky.edu

Instructions:

Identify the groups or individuals reviewing the proposal; record the date of review; provide a contact person for each entry. On the approval process, please note:

- Proposals approved by Programs and Colleges will proceed to the GCCR Advisory Committee for expedited review and approval, and then they will be sent directly to the Senate Council Office. Program Changes will then be posted on a web transmittal for final Senate approval in time for inclusion in the Fall 2014 Course Bulletin.
- New Course Proposals for the GCCR will still require review and approval by the Undergraduate Council. This review will run parallel to GCCR Program Change review.
- In cases where new GCCR courses will be under review for implementation after Fall 2014, related GCCR Program Changes can still be approved for Fall 2014 as noted "pending approval of appropriate GCCR courses."

Internal College Reviews and Course Sharing and Cross-listing Reviews:

Reviewing Group	Date Reviewed	Contact Person (name/phone/email)
Home Program <i>review by Chair or DUS, etc.</i>	2/12/14	Rachel Shane / 257-7717 / rachel.shane@uky.edu
Providing Program <i>(if different from Home Program)</i>		/ /
Cross-listing Program <i>(if applicable)</i>		/ /
College Dean	2-17-14	M. Tuck 7 1707 Michael. tuck@uky
		/ /

Administrative Reviews:

Reviewing Group	Date Approved	Approval of Revision/ Pending Approval ¹
GCCR Advisory Committee	3/12/2014	

Comments:

¹ Use this space to indicate approval of revisions made subsequent to that group's review, if deemed necessary by the revising group; and/or any Program Change approvals with GCCR course approvals pending.

AAD 450: Senior Seminar Course Syllabus

Class Time: T/TH 11:00-12:15
Credit Hours: 3-credit hours

Instructor: Dr. Rachel Shane
Office Address: Room 111, Fine Arts Building
Email: Rachel.Shane@uky.edu
Office Telephone: 859 257 7717
Office Hours: Monday, Wednesday and Friday
2pm – 4pm

Course Description

As an advanced seminar course, this course prepares students to enter the job market or pursue graduate studies. It builds upon the other courses in the curriculum as well as practicum and internship experiences. During the course, students will work to revise and prepare electronic portfolios based on written and graphic materials prepared throughout their degree program. Additionally, students will write and critique cover letters and resumes and prepare for job interviews and negotiations.

Prerequisites

Completion of all pre-major requirements, as well as all required 100 and 200 level AAD courses, plus AAD 302, AAD 310, AAD 320 and either AAD 340 or AAD 350. The course should be completed in the final year of a student's BA program.

Student Learning Outcomes

After completing this course, students will be able to:

1. Revise and rewrite assignments from other Arts Administration courses;
2. Build an electronic portfolio of arts administration related work samples;
3. Create an effective resume and cover letter that can be used when applying for jobs or admission to graduate schools;
4. Undertake a successful job search, or search for a suitable graduate program;
5. Prepare for a job or graduate school admission interview; and
6. Practice negotiating a salary and benefits package.

Required Materials

Final projects completed in AAD 200 Arts Administration Communications, AAD 202 Graphic Design for Print and the Web, AAD 302 Website Design and Maintenance, AAD 310 Marketing the Arts, AAD 320 Fundraising for the Arts, AAD 340 Arts Management Issues and AAD 350 Financial Management of Arts Organizations. Materials supplied by the UK Career Center in support of job and graduate school searches, posted in Blackboard.

Description of Course Activities and Assignments

Course Assignments:

Assignment	% of Grade
Attendance	5%
Participation	5%
Cover Letters, Resume, References	10%
Mock Interview	10%
Job/Graduate School Search Plan	10%
Online Portfolio	10%
Work Samples Portfolio	
Writing Samples	10%
Graphic Design Samples	10%
Marketing Plan	10%
Fundraising Plan	10%
Issue or Financial Analysis	10%
Total	100%

Summary Description of Course Assignments

- **Cover Letter:** Tailored for a specific arts administration positions, and for entrance into specific arts administration graduation programs. (1 page)
- **Resume and References:** Tailored for a specific arts administration positions, and for entrance into specific arts administration graduation programs. (2 pages)
- **Mock Interview:** Practice answering interview questions in a formal interview setting with an unknown interviewee while being recorded; review videos
- **Job/Graduate School Search Plan:** Search plans that describe what jobs or graduate schools are of interest to students once they graduate, the resources they will use to find those jobs and graduate schools, plus search timetables.
- **Online Portfolio:** An online portfolio will be created which will feature all work samples and student resume.
- **Writing Samples:** Short (press releases, advertisements, newsletter articles) and long (issue analysis, research, reports) writing samples. (4 pages of short samples; 8-10 pages for long sample)
- **Graphic Design Samples:** Sample graphic design projects such as advertisements, posters, mailings, websites, and email blasts. (4-8 pages)
- **Marketing Plan:** A written marketing plan for a specific arts event in a specific community. (8-10 pages)

- **Fundraising Plan:** A written fundraising plan for a specific arts project in a specific community. (8-10 pages)
- **Issue or Financial Analysis:** A substantial research paper analyzing either a specific arts administration issue or the financial standing of a specific arts organization. (4-5 pages)

Revision and Evaluation Process for Written and Visual Work

Each assignment in this course is a continuation of an assignment that was evaluated in one of your arts administration required courses. The first step in preparing your materials for public review is the revision of the work based on the comments of your original faculty member. As such, each student will be required to show the comments and evaluative notes from the original course (all available through Blackboard). Based on these comments, student will work to prepare their "first draft" of the work sample for this course. Student will have the opportunity to work with their peers during the first draft process. Upon submission of the first draft, the faculty member will review the current draft and offer written and/or oral feedback for the improvement of the work. Students will be provided with the opportunity to revise the work prior to submitting it for a final grade.

Revision and Evaluation Process for Oral Presentation

Prior to the completion of the assessed mock interview, students will have the opportunity to practice answering interview questions in a non-graded environment. Students will receive feedback on their responses and recommendations for improvements by the faculty member and their peers. The final mock interview will be conducted by an unknown interviewee and will be recorded for evaluation purposes.

Tentative Course Schedule

Sticking rigidly to the schedule outlined below may not be possible. I reserve the right to change topics, assignments, projects, due dates and readings as long as adequate notice is given. If you miss a class, it is your responsibility to contact me to see if there have been any changes in the schedule.

Week	Classroom Activity	Assignments Due
Week 1	Overview of class. Discuss creating cover letters and resumes.	
Week 2	Discuss post-graduation opportunities.	First Draft of Cover Letters and Resumes
Week 3	Review first drafts of cover letters and resumes. Discuss creating job/graduate school search plans.	
Week 4	Discuss refining writing samples.	Final Draft of Cover Letters and Resumes
Week 5	Discuss interviewing techniques/Mock interviews	First Draft of Job/Graduate School Search Plan
Week 6	Discuss first draft of job/graduate school search plans and refining	First Draft of Writing Samples

	graphic design samples.	
Week 7	Set-up Online Portfolio. Discuss first draft of writing samples.	Final Draft of Job/Graduate School Search Plan
Week 8	Discuss refining marketing plans.	First Draft of Graphic Design Samples
Week 9	Discuss first draft of graphic design samples.	Final Draft of Writing Samples
Week 10	Discuss refining fundraising plans.	First Draft of Marketing Plan
Week 11	Discuss first draft of marketing plans.	Final Draft of Graphic Samples
Week 12	Discuss refining issues and financial analysis papers.	First Draft of Fundraising Plan
Week 13	Discuss first drafts of fundraising plans	Final Draft of Marketing Plan
Week 14	Discuss salaries and benefits negotiations.	First Draft of Issues or Financial Analysis Papers
Week 15	Discuss first draft of issues and financial analysis papers.	Final Draft of Fundraising Plan
Week 16	Wrap up.	Final Draft of Issues or Financial Analysis Papers Presentation of Online Portfolios

Course Grading

All assignments will be graded according to the following grade scale:

Percentage	Letter Grade	Demonstrates
90 – 100%	A	Displays exceptional research, originality, organization, design, writing and execution.
80 -89%	B	Displays strong research, originality, organization, design, writing and execution.
70 – 79%	C	Displays average research, originality, organization, design, writing and execution.
60 – 69%	D	Displays below average research, originality, organization, design, writing and execution
Below 59%	E	Unacceptable research, originality, organization, design, writing and execution

Students must receive a grade of a “C” or better on assignments in order to meet UK’s Graduation Composition and Communication Requirement.

Attendance and Participation

- See course policies below.

Final Exam Information

- There will be no final examination for the class.

Midterm Grades

- Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>)

Course Policies

Submission of Assignments

You must submit your assignments via Blackboard by the beginning of class on the date they are due. Late assignment submissions will not be accepted without a legitimate excuse. You must also make your presentations on your scheduled dates. Make-up presentations will be allowed only if you have a legitimate excuse.

Participation and Classroom Behavior Policies

While in class, electronic devices such as cell phones, computers and tablets may be used only for classroom activities. You will be required to interact frequently with other students, the teacher and guest speakers. During these interactions you need to display your interest and respect for your fellow class participants. Failure to show respect includes behaviors during class such as coming unprepared, not paying attention, not participating, sleeping, working on or reading non-class materials, and not being civil to people during interactions. These behaviors will also dramatically lower your participation grade. 2.5% of your final grade will be based on participation points received in the first half of the semester and 2.5% will be based on participation points received in the second half of the semester.

Participation will be graded on the following scale:

Percentage	Demonstrates
90 – 100%	Exceptional at contributing, without prompting, insightful questions, comments and observations.
80 – 89%	Good at contributing, without promoting, with solid questions, comments and observations.
70 – 79%	Occasionally contributes, but rarely without prompting, with average questions, comments and observations.
60 – 69%	Only contributes with prompting, with less than average questions, comments and observations.
Below 59%	Does not contribute, even with prompting.

Attendance Policy

Attendance and promptness for the course is mandatory. Unexcused absences will impact a student's attendance grade according to the following criteria:

Number of Unexcused Absences	Grade
0-1	100
2	90
3	80
4	70
5	60
6	50
7	0
8+	Automatic failure of course

Arriving to class on time and being prepared to begin on time is expected. Arriving to class late (after role has been taken) is equivalent to an absence.

Excused Absences

Students need to notify the professor of absences prior to class when possible. S.R.5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.

Verification of Absences

Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

Academic Integrity

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of *Student Rights and Responsibilities* (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

Please note: Any assignment you turn in may be submitted to an electronic database to check from plagiarism.

Accommodations due to disability

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

Getting Help

If you are experiencing problems understanding any class topic or assignment, or would like advice on other arts administration, school or career related issues, contact me during my office hours, or make an appointment to see me at another time. I am here to help you succeed in this class and in your other program related efforts.